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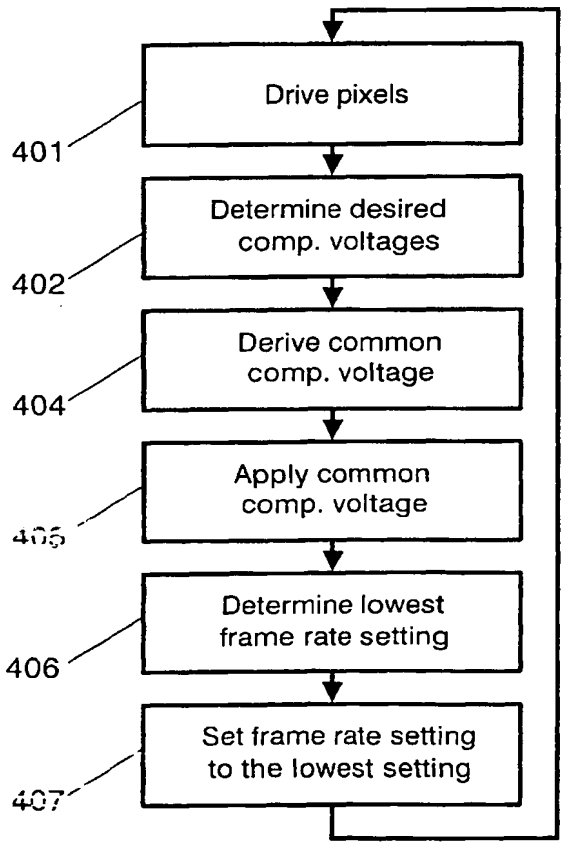
(54) Title: TRANSFLECTIVE LIQUID CRYSTAL DISPLAY WITH REDUCED FLICKER



(57) Abstract: A method of reducing visible flicker in a transflective display device, having a plurality of pixels, each pixel comprising a transmissive sub-pixel and a reflective sub-pixel, is disclosed. The method comprises the steps of: driving the pixels with an alternating voltage; determining a first desired compensation voltage for the transmissive sub-pixels and a second desired compensation voltage for the reflective sub-pixels; deriving a common compensation voltage from said first desired compensation voltage and said second desired compensation voltage; and applying said common compensation voltage to both the transmissive and the reflective sub-pixels. Thus, the flicker resulting from a DC bias of the driving voltage is substantially reduced. In a preferred embodiment, the method further comprises the steps of: determining a lowest available frame frequency setting for which any remaining flicker is invisible; and setting a frame frequency at which the display is driven to said lowest available frame frequency. According to another embodiment, a backlight is manually controlled and the common compensation voltage is derived as a function of a mode of operation of the backlight. A transflective display device implementing the above methods is also disclosed.

WO 2004/025617 A3

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